

## CHAPTER 190.

## OF FRAUDULENT ADVERTISEMENTS.

S. F. 378.

AN ACT to repeal the law as it appears in section fifty fifty-one-a, (5051-a), supplement to the code, 1913, and to enact a substitute therefor prohibiting fraudulent advertising, and providing a penalty therefor.

*Be it enacted by the General Assembly of the State of Iowa:*

1     **SECTION 1. Fraudulent advertisements.** The law as it appears  
 2 in section fifty fifty-one-a (5051-a), supplement to the code, 1913, is  
 3 hereby repealed, and the following enacted in lieu thereof:  
 4     Any person, firm, corporation or association, who, with intent to sell,  
 5 or in any wise dispose of merchandise, securities, service or anything  
 6 offered by such person, firm, corporation or association, directly or in-  
 7 directly, to the public for sale or distribution, or with intent to increase  
 8 the consumption thereof, or to induce the public in any manner to enter  
 9 into any obligation relating thereto, or to acquire title thereto, or any  
 10 interest therein, makes, publishes, disseminates, circulates, or places  
 11 before the public, or causes to be made, published, disseminated, cir-  
 12 culated, or placed before the public in this state, either directly or in-  
 13 directly, in a newspaper or other publication or in the form of a book,  
 14 notice, handbill, poster, bill, circular, pamphlet, or letter, or in any  
 15 other way, an advertisement of any sort regarding merchandise, se-  
 16 curities, service or anything so offered to the public, which advertise-  
 17 ment contains any assertion, representation or statement of fact,  
 18 relating to said merchandise, securities or service offered for sale, or  
 19 relating to the sale thereof, which is untrue, deceptive or misleading,  
 20 shall be guilty of a misdemeanor, and upon conviction thereof, shall  
 21 be punished by a fine of not less than ten (\$10.00) dollars, or not  
 22 more than one hundred (\$100.00) dollars or thirty days in jail for  
 23 each offense; provided, however, that the provisions of this act shall  
 24 not apply to any owner, publisher, printer, agent or employe of a  
 25 newspaper or other publication, periodical or circular who, in good  
 26 faith and without knowledge of the falsity or deceptive character  
 27 thereof, publishes, causes to be published, or takes part in the pub-  
 28 lication of such advertisement.

Approved April 9, A. D. 1917.

## CHAPTER 191.

## EXEMPTIONS FROM TAXATION OF PROPERTY OF SOLDIERS AND SAILORS.

S. F. 560.

AN ACT to repeal the law as it appears in sub-division seven (7) of section thirteen hundred four (1304) and in section thirteen hundred four-1a (1304-1a), supplemental supplement to the code, 1915, and to enact substitutes therefor relating to soldier's and sailor's exemption.

*Be it enacted by the General Assembly of the State of Iowa:*

1     **SECTION 1. Exemptions— duty of assessor.** That the law as it  
 2 appears in sub-division seven (7) of section thirteen hundred four